20F and a recipient address (not shown) located somewhat centrally on the envelope's front face 20F.

On Page 13, please replace the ~~second~~ FIRST paragraph with the following paragraph:

With the structure of the postage printing system 10 described as above, the operational characteristics will now be described with respect to processing an envelope 20 where a postal indicia and an ad slogan 50 are printed thereon. Referring primarily to Fig. 5 while referencing the structure of Figs. 1, 2, 3, 4A, 4B and 4C a flow chart of a control system algorithm 500 in accordance with the present invention is shown. The algorithm 500 may be executed by any suitable combination of software, firmware and hardware subsystems by the micro control system 300. At 502, the postage printing system 10 enters ad slogan printing mode in response to an appropriate input from the operator via the user interface 380. Next, at 504, the operator indicates a selected one of the plurality of print locations 40a-40f and 42a-42f for the ad slogan 50. This is most effectively accomplished by having the display 384 provide the operator with a graphical representation of the plurality of print locations 40a-40f and 42a-42f with respect to the postal indicia 30 and having the operator make a selection using the keypad 382.

On Page 13, please replace the ~~third~~ SECOND paragraph with the following paragraph:

Next, at 506, a determination is made if the selected print location is within the first set of front face print locations 40a-40c. If yes, then at 508, the postage printing system 10 informs the operator that only one pass through the postage printing system 10 is required and to commence feeding the envelope 20 when ready. Next, at 510, the envelope 20 is fed through the postage printing system 10 as described above. Next, at 512, the postal indicia 30 is printed on the envelope 20. Using the sensor module 350, the postage printing system 10 detects a front running edge (the edge further downstream in the path of travel) of the envelope 20. So as to print the